



Are You Saying the Same Thing as
Everyone Else?

How to Get Creative with Your Communication
During and After the COVID-19 Pandemic



VANESSA HOLDING
Founder & Executive Producer
Arc + Crown Media



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Brand Strategist &
Business Development Coach





Don't just communicate. Connect.

■ 3 Phases of Communication



React



Rebound



Reinvent

■ Phase 1: REACT



Dear Vanessa,

On the heels of Nick's note, we wanted to send a personal message from your local **Soho** House team.

In support of the new local regulations to contain COVID-19, **Soho** House Toronto will close today until further notice. We will reopen once we receive further instruction from the mayor's office.

As your House is temporarily closed, we will be giving you credit equal to the monetary value of your membership fees for that period to spend on food, drink, bedrooms or Cowshed treatments when we reopen. Our aim is to load this onto your membership card - more on this soon.

We know things are changing quickly for everyone. For the latest information on the status of all our Houses, click [here](#) — we will be continually updating the information on this page.

We'll also be in touch again regarding digital programming — drop us a line if you have ideas or would like to get involved in any way. In the meantime, we'll continue to keep everyone informed as the situation progresses via email and on Instagram via [@sohohousetoronto](#) and [@sohohouse](#).

The spirit of **Soho** House lives well beyond our physical spaces — it's about our incredible community of members. Thank you for making the House what it is.

Please stay safe and if you have any urgent questions or need to discuss anything, please reply to this email.

Best wishes,

Olivia Seally
head of membership and communications, Toronto



← Quick update

← Offer

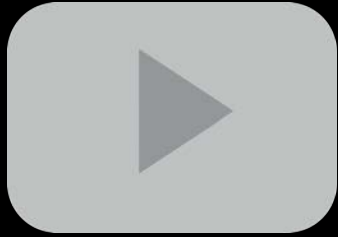
← Place to find more info

← Community involvement

■ Phase 1: REACT



■ Phase 1: REACT



A Message from Arne

Insight: Don't stop communicating



■ REACT: Support



■ REACT: Support



■ REACT: Support



Insight: Seek out Partnerships



■ REACT: Support



Thursday April 2
9:00pm EST
LIVE ON FB

This Thursday come join Matt & Farah while they chat "Mental Health & Finances"

Special Guests:
Fred Babbie: Mortgage Broker
&
Chauntelle Dietrich: Clinical Social Work/Therapist

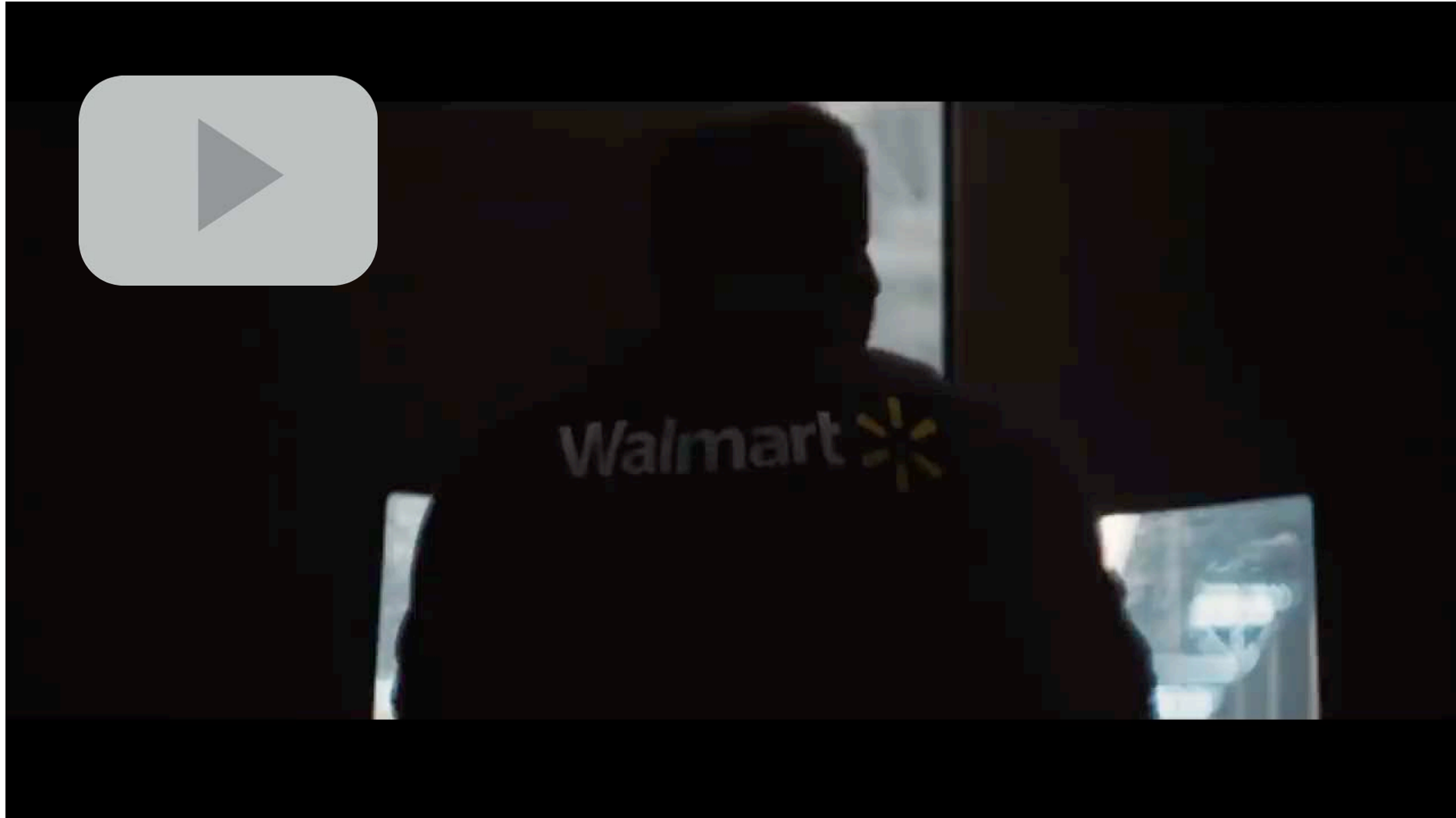


Kitchen Table Talks presented by talk11

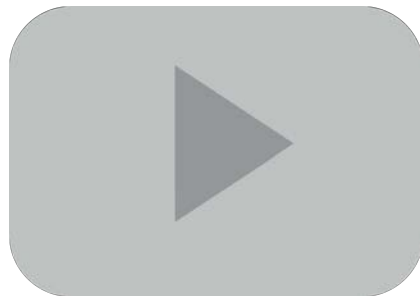
■ REACT: Support



■ REACT: Support



■ REACT: Support



Stay safe Canada.



REACT: Support



Guillaume Motte • 3rd+

President Europe & Middle East at Sephora

4d • 🌐

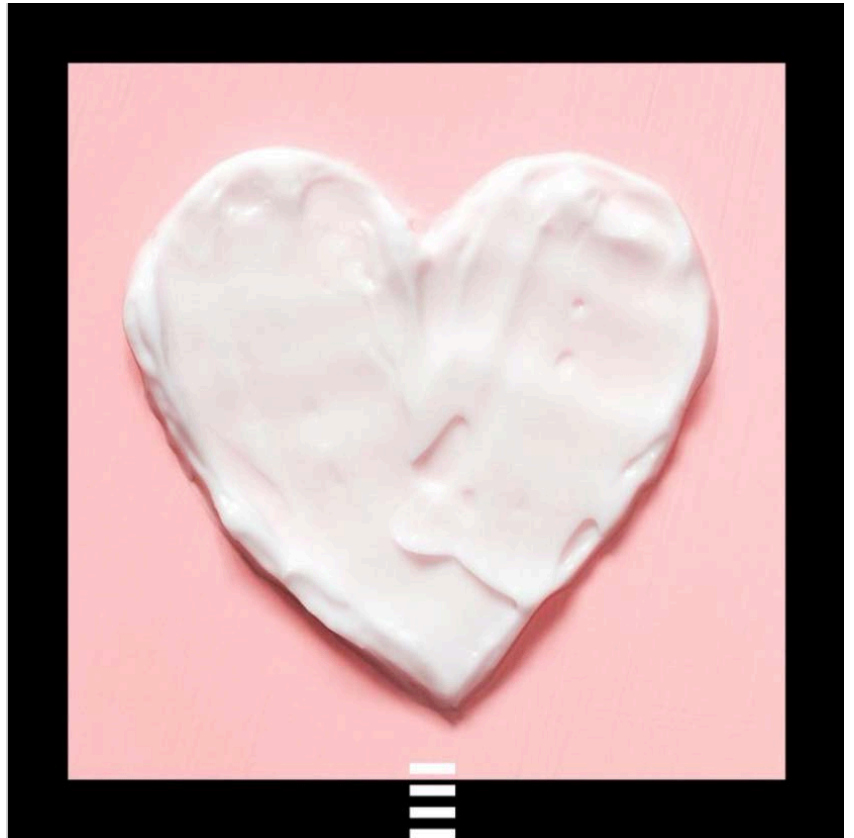
Dear all and Sephora teams,

I would like to reiterate my immense gratitude for the exceptional engagement, energy and motivation you are demonstrating during these unprecedented times.

At Sephora, social distancing does not mean social isolation. We know that this period can be exhausting, generating stress and sometimes even distress. This is why we have set up two weeks ago a listening and support unit in collaboration with a partner specialised in psychological help. Each team member in Europe and MiddleEast can thus exchange, discuss and be listened to by a relevant specialist and hopefully receive valuable help and support...

While we wait for the recovery, take care of yourselves

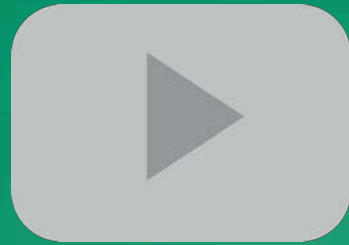
[#theunlimitedpowerofbeauty](#) [#standingtogether](#)



👍❤️🌱 365 · 5 Comments

👍 Like 💬 Comment ➦ Share

■ REACT: Support



Local businesses in Canada
need our support right now.



REACT: Support



Andrew Flint • 2nd

Manager of Product Management at Rapid7

5d •

We lost my wife's grandmother to Covid-19 yesterday, and...

When I informed our Toronto office manager [Farzana Preena](#), once sympathies were exchanged, she asked for our home address. I assumed for flowers on behalf of our company [Rapid7](#) .

But no, in a wonderful act of support she ordered dinner to the house. I'm not much of a cook, but I was going to try to microwave "something." Instead, two days of cooked and re-heatable food arrived.

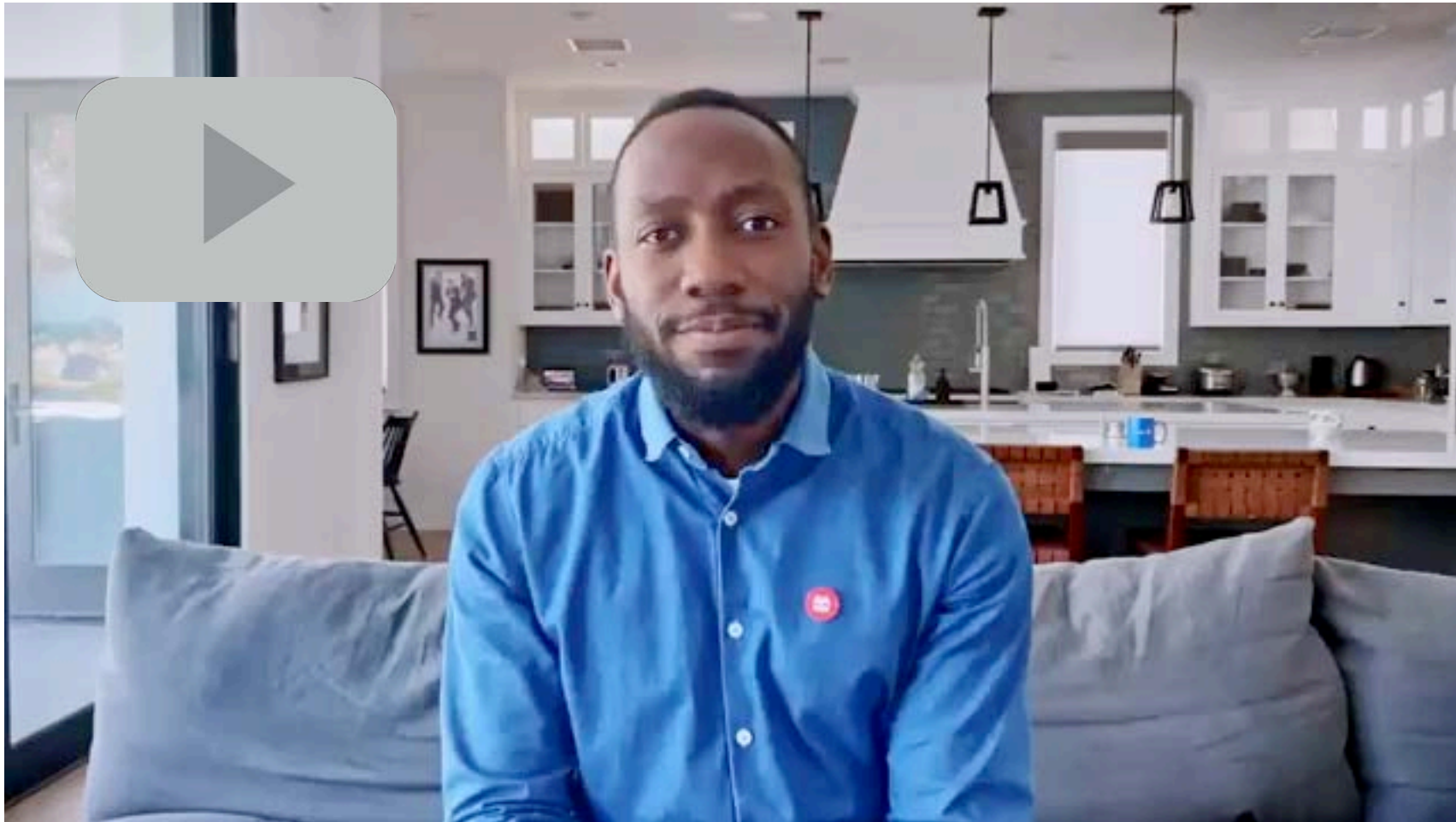
Even the kids, boys 12 and 15, were touched. "Your... your company sent us this?"

As Covid continues to spread, remember that it's the way we support each other that matters.

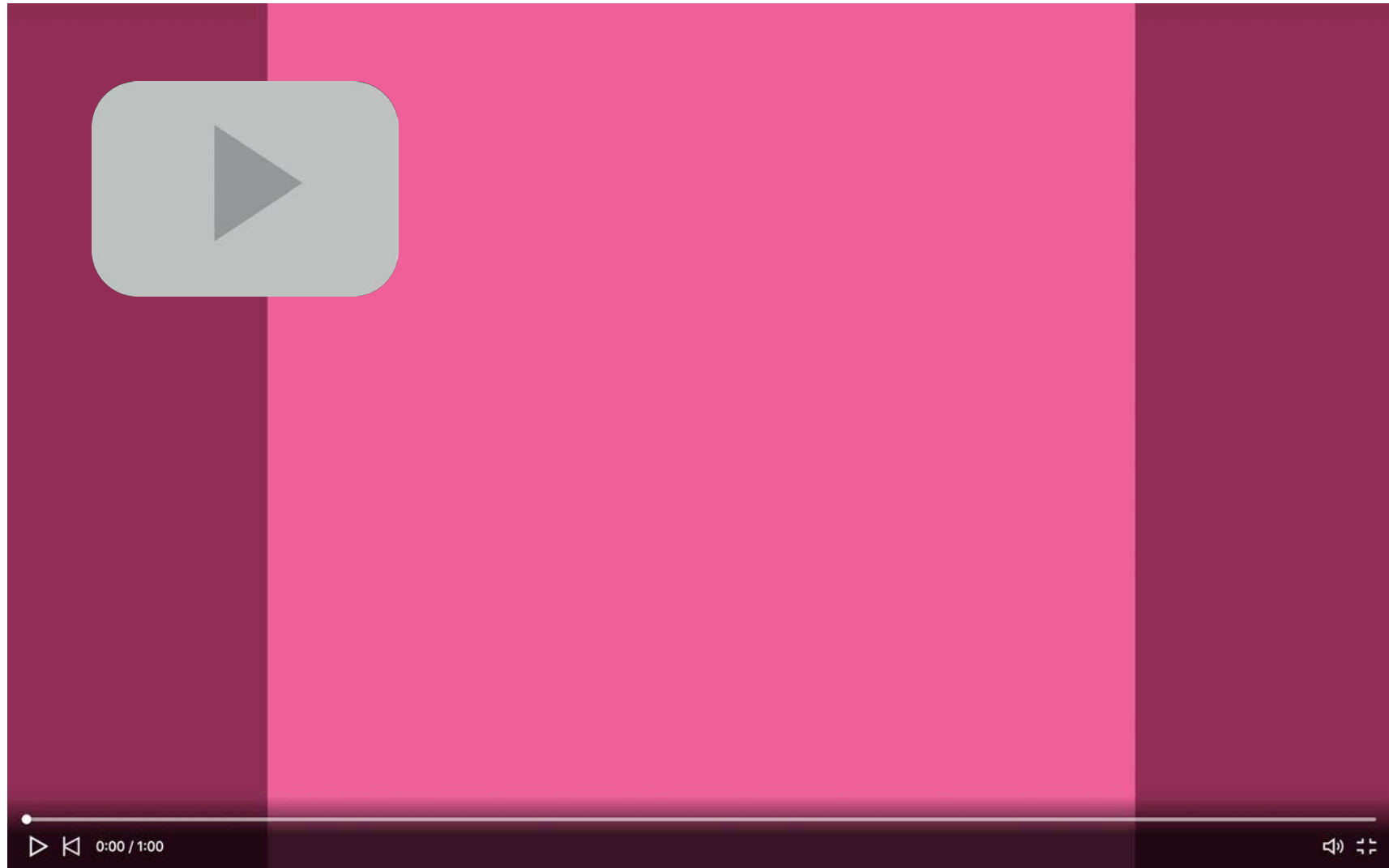
23,459 • 654 Comments

Like Comment Share

■ REACT: Support



■ REACT: Support



Phase 2: REBOUND

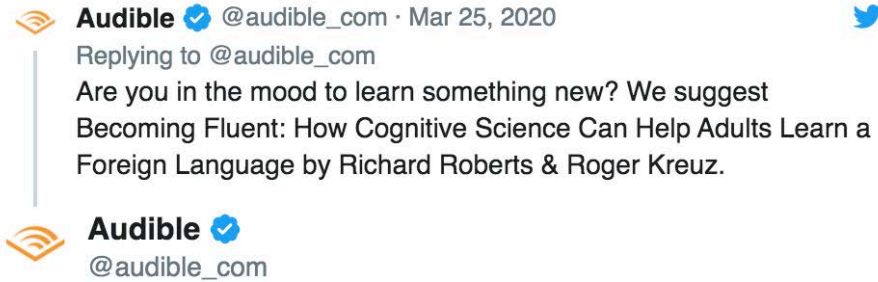


■ REBOUND: Ease & Entertain



REBOUND: Ease & Entertain

#CoronavirusReadingStack



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REBOUND: Ease & Entertain

CHIPOTLE
TOGETHER

THERE'S A LOT GOING ON RIGHT NOW.
LET'S CONNECT, HAVE SOME FUN, AND MAKE SOME NEW FRIENDS.

CHIPOTLE

REBOUND: Ease & Entertain



Impact

Candidates

Insights ▾

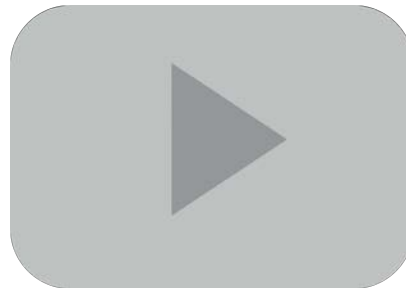
About ▾

Data Science + Talent Discovery

In support of those impacted by COVID-19, Arena is offering free access to our candidate-job matching technology.

HEALTHCARE EMPLOYERS

JOB SEEKERS



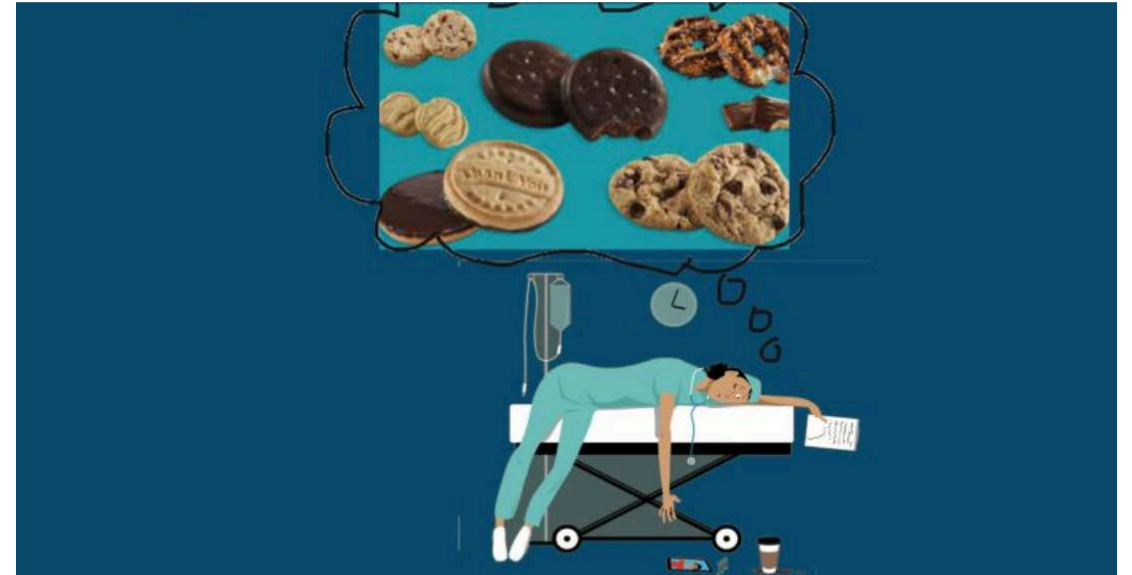
Arena Analytics

1,061 followers

1mo • 🌐

+ Follow ...

How can we support overworked healthcare workers who put themselves at risk to care for us? Can we send them protective equipment, care packages, thoughts & prayers? <https://lnkd.in/een4QPr> #healthcare #covid19 ...see more



We're Sending Care Packages to Those Working on the Front Line of Healthcare, care to join us? - Arena

arena.io

■ REBOUND: Ease & Entertain



Birth & Pregnancy

Job Loss

Cancelling a

Family & Friends

Cancelling Plans

Wedding



Insight: Solve Don't Sell



■ Phase 3: REINVENT



REINVENT: Create New Purpose



How will you celebrate community spirit?

REINVENT: Create New Purpose



How can you help people re-connect?

■ REINVENT: Create New Purpose



How can you support those dealing with loss?

REINVENT: Create New Purpose



How can you acknowledge the benefits?

Insight: Lead with Empathy





Need help brainstorming ideas for your communications?

Reach out to book a 90-minute session with us

Vanessa@arcandcrown.com & Rhonda@rhondapage.com

& Connect with us on LinkedIn